



Central Florida Real Estate Management is a full service property management company that has found a perfect balance between positive cash flow, and positive experiences for tenants and for owners. Our property management fees are highly competitive but our services are far more extensive than what you might get from the competition. We have a hard time with the term property management because what we offer is so much more - we're really a concierge type service company building better neighborhoods, contributing to our community and taking great care of homes! Listed below are some of the benefits associated with us managing your property:

**We Utilize a State of the Art Online Property Management Software:**

- Our rental property software includes complete accounting and property management functionality with the ability to email work-orders, owner statements and resident communications.
- Integrated marketing features allow us to post vacancy ads to Craigslist, our website and hundreds of sites on the Internet.
- Our tenants can also pay rent online each month as well as submit maintenance requests

**Marketing of Your Property:**

We have a strong marketing program to attract prospective tenants. We implement all current available resources to secure qualified tenants for our Owners as quickly as possible. Below are some of the following resources we utilize:

- Yard Signs
- Internet Advertising (over 20 websites)
- Social Media
- Broker Referral Program
- Your property goes into the Multiple Listing Service (seen by all Realtors on MLS; over 34,000 subscribers)
- Advertising in local neighborhood publications, bus shelters, and direct mail pieces

**Qualifying the Tenant:**

One of the most important things we do is place the proper tenant into your unit. This is accomplished by a thorough background check. This includes, but is not limited to the following:

- National Terrorist Action List
- Civil search for any evictions or litigation
- Criminal search for any felonies
- FDLE sexual predators search
- Credit check to determine how individual handles their obligations
- Employment verification
- Rental check for previous 5 years
- Cross reference addresses from application against credit report
- Social Security Number verification

Even though we have secured a qualified tenant, our job has just begun. Now we take care of the day-to-day operations of insuring that your investment will perform to your expectations.

**Lease and Lease Execution:**

Upon acceptance of the tenant we require that they give us a non-refundable deposit to take the property off the market. This is usually equal to one month's rent and will be credited at move-in as the Security Deposit. Security deposits are held in a recognized Florida Escrow Account. Our leases are annual leases and have been prepared by an attorney who specializes in Landlord/Tenant Law. Leases are continuously updated to stay current with the changes in local and state laws. Tenant responsibilities are clearly defined, giving us the ability to enforce lease requirements.

**Tenant Move In:**

Perform detailed move in inspection with tenant and have tenants sign a report verifying the condition of the property prior to move-in.

**Rent collection:**

- Tenant's pay rent each month through the online tenant portal. All payments are due on the 1<sup>st</sup>.
- Sending out pay or 3 day notices
- Enforcing late fees
- All owner payments are made before the 10<sup>th</sup> of every month directly into your bank account through an ACH deposit. (Most property management companies pay on the 15<sup>th</sup>)

**Maintenance & Inspections:**

We are on call 24 hours a day, 7 days a week. All maintenance emergencies are handled quickly and in a cost efficient manner. Non-emergency maintenance requests must be made in writing to prevent frivolous requests. We use only licensed and insured Independent Contractors for the Owners protection. Due to the high volume of properties we handle, we can secure excellent rates from these Vendors, **which are passed directly to Our Owners**. We do inspections of the properties on a regular basis to ensure tenants are complying with the Rental Agreement.

**Financial:**

- Provide accounting property management services
- Make payments on behalf of owner if needed (Mortgage, insurance, HOA dues, etc.)
- Detailed documentation of expenses via invoices and receipts
- Maintain all historical records (paid invoices, leases, inspection reports, warranties, etc.)
- Provide annual reporting, structured for tax purposes as well as required tax documents including a 1099 form
- Provide easy to read monthly cash-flow statements which offer a detailed breakdown of income and itemized expenses

**Tenant Move Out:**

- Inspect unit and fill out a report on the property's condition when the client moves out
- Provide tenant with a copy as well as estimated damages if any
- Handle security claim paperwork if necessary and return the balance of the security deposit to the tenant
- Clean unit if needed and perform any needed repairs or upgrades

**Legal:**

- Coordinate with our attorney to get legal advice in the event of a legal dispute or litigation
- Understand and abide by the latest local, state and federal legislation that apply to renting and maintaining rental properties.

**Evictions:**

- Providing all relevant paperwork to attorney to initiate and complete eviction if needed
- Representing owner in court
- Coordinating with law enforcement to remove tenant and tenants possessions from unit if necessary

# Owner Statements Are Easy To Read



Easy-to-read owner statements will be posted to the secure Owners Portal. You'll have on-demand access to all of your monthly and year-end tax statements from anywhere. You can also have your monthly proceeds directly deposited to the bank account of your choice preventing mail delays or lost checks - you'll get your payments faster!

Property management company information

**Central Florida Real Estate Management**  
1123 Florida Ave.  
St. Cloud, FL 34769

Statement period

Period: 01 Dec 2013-31 Dec 2013

Owner information

**Raymond Thompson**  
896 Sofitel Drive  
San Diego, CA 92109

**Properties**  
**Bayside Court - 3960**  
Bayside Court  
San Diego, CA 92109

Complete description of each bill

Date	Payee / Payer	Type	Reference	Description	Income	Expense	Balance
				Beginning Cash Balance as of 12/01/2013			400.00
12/02/2013	William Thompson	Receipt		Rent - Rent	3,000.00		3,400.00
12/04/2013	Interwest Management	Check	92	Management Fees - Management Fees for 12/ 2013		240.00	3,160.00
12/10/2013	Mountain View Lawn Care	Check	93	Gardening		114.71	3,045.29
12/15/2013	PECO Gas Co.	Check	98	Gas		135.96	2,909.33
12/20/2013	Raymond Thompson	Check	109	Owner Distribution		2,509.33	400.00
				Ending Cash Balance			400.00
<b>Total</b>					<b>3,000.00</b>	<b>3,000.00</b>	

Easily identify bills paid and associated with each property - no surprises.

**Property Cash Summary**

Required Reserves	Current balance	400.00
Prepaid Rent for Future Rent		0.00

Owner Statement

# Robust Marketing



We can efficiently market your properties and fill vacancies faster using AppFolio's leasing dashboard, vacancy postings, and website integration.

## Leasing Dashboard

- › Our team can quickly view information on available and soon-to-be available units and track the progress.
- › All of the information is at our fingertips including guest cards and access to rental applications submitted. This makes it easy to track and improve on the effectiveness of our marketing efforts.

**Average days vacant: 10** ?

Vacant For		30 days
Our website	Not posted	<a href="#">post</a>
Internet ?	Not posted	<a href="#">post</a>
<a href="#">Post Vacancy Manually</a>		
<a href="#">Remove from Vacancies List</a>		

**Olympic Park - Sedona**

1007 5th Ave  
San Diego, CA 92101  
**Beds: 2 Baths: 1 Sq Ft: 900**

**Market Rent: \$1,400.00**  
**Available Now!**

7 Photos & Video

**Olympic Park - Tucson**

1007 5th Ave  
San Diego, CA 92101  
**Beds: 3 Baths: 1 Sq Ft: 900**

**Market Rent: \$1,600.00**  
**Available Now!**

6 Photos & Video

**Olympic Park - Mesa**

1007 5th Ave  
San Diego, CA 92101  
**Beds: 1 Baths: 1 Sq Ft: 800**

**Market Rent: \$1,175.00**  
**Available Now!**

7 Photos & Video

**Olympic Park - Sante Fe**

1007 5th Ave  
San Diego, CA 92101  
**Beds: 1 Baths: 1 Sq Ft: 800**

**Market Rent: \$1,325.00**  
**Available On: 01/01/2014**

7 Photos & Video

**Vacant For**

**11 days**

Our website	Not posted	<a href="#">post</a>
Internet ?	Not posted	<a href="#">post</a>
<a href="#">Post Vacancy Manually</a>		
<a href="#">Remove from Vacancies List</a>		

**Vacant For**

**4 days**

Our website	Not posted	<a href="#">post</a>
Internet ?	Not posted	<a href="#">post</a>
<a href="#">Post Vacancy Manually</a>		
<a href="#">Remove from Vacancies List</a>		

**Vacant For**

**3 days**

Our website	Posted	<a href="#">unpost</a>
Internet ?	Not posted	<a href="#">post</a>
<a href="#">Post Vacancy Manually</a>		
<a href="#">Remove from Vacancies List</a>		

# Vacancies Are Filled Quickly

We will post eye-catching vacancy advertisements quickly to our website and hundreds of rental listing sites on the internet. Prospective residents can fill out an online application through our postings, our team completes the screening process and fills the unit quickly. The modern renter expects the ability to view property details online and to quickly apply to rent and we offer it!



2  
BEDS

1  
BATHS

\$1,250  
RENT / MONTH

Vacancy Ad



## We Maximize Rental Rates

AppFolio's built-in rent comparison tool allows us to compare rental prices of similar units in the same geographic location. With this information we can ensure our properties are competitive and we are maximizing rental revenue.

### RentMatch Comparison

Use this tool to compare this unit's advertised rent with nearby units of other AppFolio customers. To learn more, visit our [RentMatch FAQs](#).

#### Comparison Profile



**Your Unit**  
Olympic Park - 005  
1007 5th Ave

Beds	Baths	Sq. Ft.	Location	Advertised Rent
2	1.0	900.0	Core-Columbia	\$1,250.00



Similarity ?	Bedrooms	Bathrooms	Square Feet	Location ?	Rent Date	Rent
97%	2	1.0	900	Barrio Logan	09/01/2012	\$1,325 ▲ \$75
96%	2	1.0	900	Hillcrest	08/01/2013	\$1,225 ▼ \$25
95%	2	1.0	900	Hillcrest	09/01/2012	\$1,400 ▲ \$150
94%	2	1.0	925 ▲ 25	Hillcrest	08/01/2013	\$1,325 ▲ \$75
94%	2	1.0	900	Hillcrest	07/01/2013	\$1,600 ▲ \$350
93%	2	1.0	900	about 1 mile away	10/15/2011	\$1,500 ▲ \$250
92%	2	1.0	900	University Heights	07/19/2013	\$1,350 ▲ \$100

RentMatch Comparison

# Appealing To The Modern (Mobile) Renter



With AppFolio, our team provides a seamless online leasing experience for prospective renters. The prospective renter submits an online application, we run a background screen, then we sign the lease -- all electronically!

Making this process easy and simple for the modern renter and our team means we can rent properties more efficiently and faster, every time.



Show The Property



Apply Online



Screen Instantly



Sign Lease Online



Give Keys

# Online Rental Applications

Prospective residents can fill out guest cards and apply online giving us the ability to capture their information in real time and approve these residents even faster. The online application is even mobile friendly!

## Rental Application

**Lenzen, LLC**  
(805) 555-8585

**Before you begin:**

Please be prepared to pay the application fee as outlined in the property listing. In addition to this rental application, you will also be required to provide a copy of a valid form of identification and proof of income.

To complete this rental application, you must be prepared to provide 3 years of residential history as well as contact information for your rental references. You will also be asked to provide information on your monthly income, and please note that most properties require that applicant combined gross income is at least three (3) times the monthly rent amount.

Each resident over the age of 18 must submit a separate rental application.

**Application fee: \$35.00**


**You are applying to rent:**

1225 Caroline St NE  
Atlanta, GA 30307

**Desired Move-in**


02/01/2014

**Get Started**



**Before you begin**

- Your contact info
  - » Where you've lived
  - » Your housemates
- » Personal information
- » Your income
- » Questions
- » Review and confirm



*Rental Application*



# Finding The Best Residents


Resident Screening is centralized in AppFolio. Applicants can easily be screened on the spot while at the property showing and the results are returned within seconds rather than hours. This easy-to-read Screening Report paired with rent payment history from Experian RentBureau allows us the unique opportunity to choose the most qualified resident for your property while they are still interested.

7/8/13

JOHN DOE - Tenant Screening Report

REPORT DATE: 07/07/2013

TENANT SCREENING REPORT

powered by: 

APPLICANT SUMMARY

APPLICANT INFORMATION

NAME

SSN

DOB

CURRENT ADDRESS

PREVIOUS ADDRESS

JOHN DOE

XXX-XX-6789

05/17/1961

1951 MADISON ST, LARAMIE, WY 82070-6001

1016 MILL ST, LARAMIE, WY 82072-1848

VERIFIED

CREDIT SUMMARY

FICO Score

The credit report includes 3 potentially negative items.

535

TRADES

ESTIMATED MONTHLY PAYMENT

DELINQUENCY HISTORY (2 YEAR)

COLLECTION ACCOUNTS

TOTAL

30+ DAYS

60+

90+

TOTAL PAST DUE AMOUNT

COLLECTIONS BALANCE

15

\$406

10

0

\$880

\$0

OPEN

0

NEGATIVE

3

NEGATIVE TRADES SUMMARY (3)

CREDITOR

TYPE

LAST UPDATED

STATUS

HIGH BALANCE

PAST DUE AMOUNT

CURRENT BALANCE

BANK OF AMERICA

Revolving

01/12/2013

Past Due

\$3,173

\$468

\$3,173

BANK OF AMERICA

Revolving

01/27/2013

Past Due

\$2,706

\$289

\$2,706

CHASE

Revolving

02/04/2013

Past Due


\$8,200

\$123

\$1,789

Showing 3 of 3

RENT PAYMENT SUMMARY

 4

The RentBureau report includes 4 potentially negative items.

TOTAL PROPERTIES

PAYMENT HISTORY (2 YEAR)

TOTAL AMOUNT OUTSTANDING

4

On-time

Delinquent

Write-offs

4

14

2

2

\$3,700

NEGATIVE TRADES SUMMARY (4)

CREDITOR

PROPERTY

STATUS

STATUS DATE

MOVE IN

MOVE OUT

RENT AMOUNT / ORIGINAL AMOUNT

TOTAL OUTSTANDING

PAYMENTS (2 YEAR)

Apartment Company

1

Apartment Company

Write-Off

03/27/2007

02/01/2013

\$1,000

\$500

On-time

Delinquent

Write-offs

24 MONTH PAYMENT HISTORY

2012

JUL

JUN

MAY

APR

MAR

WO

✓

✓

D

✓

Compliant Homes of Tomorrow

2

Compliant Homes of Tomorrow

Write-Off

03/27/2007

LEFT EARLY, MONEY OWED

02/01/2012

\$1,100

\$1,100

On-time

Delinquent

Write-offs

24 MONTH PAYMENT HISTORY

2012

2011

JAN

DEC

NOV

OCT

SEP

AUG

JUL

JUN

MAY

APR

MAR

FEB

JAN

WO

✓

✓

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D

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✓

EVICTION HISTORY

 2

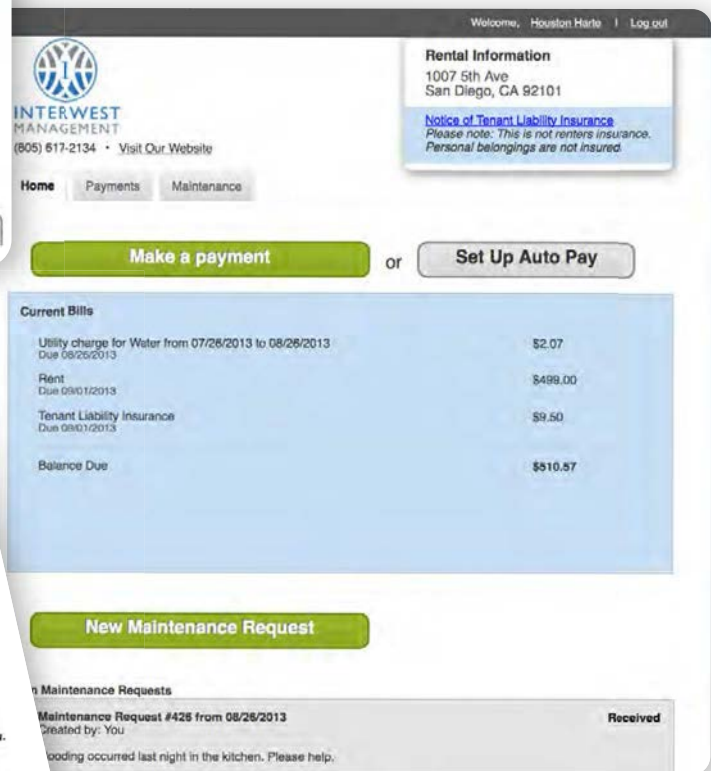
2 evictions reported

CRIMINAL HISTORY

Tenant Screening Report

# Online Rent Payments

We offer the option for residents to conveniently pay their rent online 24/7 instead of mailing checks. They can pay once, establish a recurring payment, or make a last minute payment. With a variety of online payment options including E-Check, Credit Card, and Electronic Cash Payments, funds are deposited faster and more securely. The online tenant portal is completely integrated with our accounting records and residents really appreciate the convenience and accessibility the online services provide them. Our team is so much more efficient without the need to shuffle checks and drive to the bank.




# Our Team Is Extremely Efficient



## Maintenance Requests and Online Work Orders

Residents can easily submit maintenance requests online and we can create electronic work orders, then communicate electronically with our vendors. All of this is tracked seamlessly in AppFolio and we can access information from any mobile device. This means we resolve property maintenance issues faster and keep residents even happier!

**RIVERSTONE**  
**Riverstone Apartments**  
1007 5th Avenue  
San Diego, CA 92101  
Phone - (805) 617-2134

**To:**  
**Top Notch Plumbing**  
P.O. Box 2563  
Forest Park, CA 30298  
Office - (720) 436-7819

**Work Order #**156  
**Status**Completed  
**Created On**10/18/2013  
**Estimate Requested On**10/18/2013  
**Estimated On**10/21/2013  
**Scheduled On**10/22/2013  
**Completed On**10/22/2013  
**Tenant(s) Notified**Yes  
**Permission to Enter**Yes  
**Job Site**Olympic Park - 003  
1007 5th Ave  
San Diego, CA 92101  
**Maintenance Limit**\$500.00

**Tenant(s)**  
**Name**Erik Sandoval  
**Phone Numbers**Phone - (555) 969-7823

**Description**  
I am having some serious issues with our plumbing. There is no pressure in our kitchen or hallway bathroom. Please help. - Erik Sand

**Vendor Instructions**  
Please contact tenant and schedule a time to complete the following: Contact Jonathan Hart once completed.  
- Water pressure in kitchen  
- Water pressure in hallway bathroom

**Details**

Account	Statement Description	Amount
6450-00: Plumbing	Fixed pressure issue	125.00
<b>Total:</b>		<b>125.00</b>

**Created By:** Customer Service  
**Authorized By:**  
**Signed By:**  
**Dated By:**  
**Invoice #:** 0001542

**Technician's Notes:**

Online Work Order

# Asset Protection



## Tenant Liability Insurance

We require residents to carry insurance in case of damage to the property. This saves claims on your property insurance or covers the deductible in more serious incidents. Knowing all of the units are covered also avoids the time and hassle of trying to collect from tenants who just don't have the funds to pay for the damage.

**AppFolio Insurance Services**  
☐ Covered on move-in

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**Tenant Provided Insurance**  
Policy info   
Policy expiration date

**AppFolio Insurance Services**

Status 

Not Enrolled

Enrolled

Not Enrolled

Cancel

Save